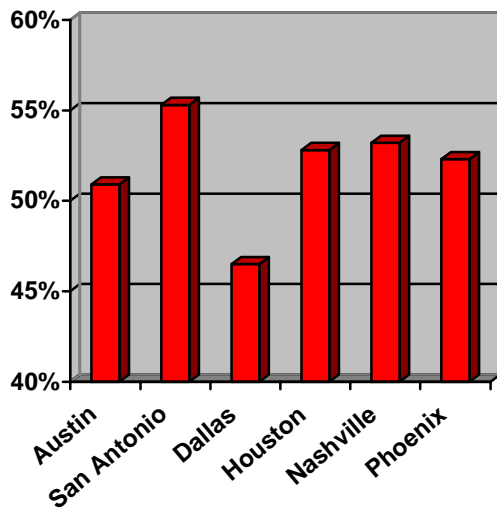




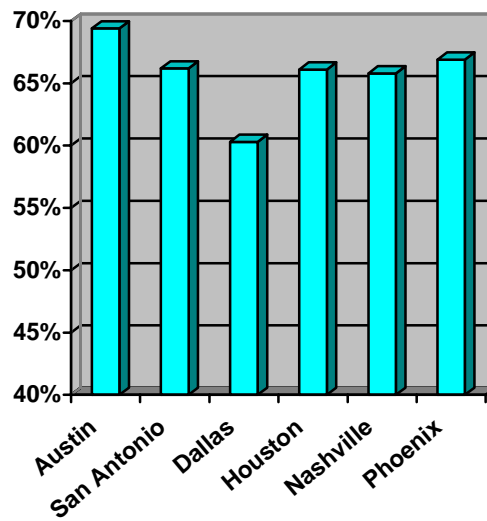
Monthly Industry Report January 2008

Lodging Industry Report												
	December 2007						December Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Room Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
Downtown Austin	50.8	0.2	122.26	4.1	4.4	0.4	72.0	1.0	137.10	9.6	10.5	5.2
City of Austin	50.9	-1.5	93.54	6.7	5.1	-0.9	69.4	1.2	103.80	10.0	11.3	3.5
Markets												
San Antonio	55.3	-1.4	96.75	2.5	1.0	2.3	66.2	-3.1	101.56	4.6	1.4	0.3
Dallas	46.5	-5.7	86.18	6.4	0.4	-3.5	60.3	-2.1	91.60	6.6	4.4	-0.9
Houston	52.8	-4.2	88.00	8.9	4.4	-2.8	66.1	1.4	91.38	7.9	9.3	2.0
Nashville	53.2	-5.8	92.55	6.9	0.7	-3.7	65.8	-1.2	91.12	8.0	6.7	0.1
Phoenix	52.3	-6.3	108.66	2.8	-3.7	-4.3	66.9	-1.9	120.54	6.4	4.4	-1.7

December Occupancy



Calendar Year-to-Date Occupancy



Aviation Passengers

	December 2007	December 2006	% Ch	2007 YTD	2006 YTD	YTD % Ch
Total Passengers	720,490	687,084	+05%	8,885,391	8,261,310	+08%
Total Enplanements	375,622	357,822	+05%	4,552,481	4,211,309	+08%

Visitor Inquiries

	January 2008	January 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Visitor Guide Requests	8,074	8,791	-08%	23,290	22,832	+02%
Downtown Visitors	6,059	4,987	+21%	37,443	37,070	+01%
Phone Calls	1,239	1,338	-07%	5,529	5,486	+01%
Retail Revenue-Gross	\$21,997.55	\$16,368.97	+34%	\$198,789.47	\$190,640.54	+04%

Website Traffic

	January 2008	January 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Website Visits	101,399	98,937	+02%	338,224	313,376	+08%
Hotel Reservations Booked	26	51	-49%	97	108	-10%

Group Leisure Travel

	January 2008	January 2007	2008 YTD	2007 YTD
Number of Leads*	6	2	38	126
Inquiries Fulfilled	45	7	82	92
Tours Booked	10	1	13	14
Room Night Total	263	111	398	305

* The change in numbers being reported is due to the fact that we are now following IACVB guidelines matrix for Tourism Sales reporting.

A Meetings—CVB Booked

	January 2008	January 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Meetings*	11	8	+38%	30	29	+03%
Room Nights	18,263	8,333	+119%	78,865	30,716	+157%
Attendance	33,340	40,675	-18%	89,090	160,475	-44%

*Includes Additional Rooms for Previously Booked "A" Definites

ALL CVB Definite Room Night Bookings

	January 2008	January 2007	% Ch
Number of Definite Bookings	36	30	+20%
Total Room Night Production	29,502	13,832	+113%
Total Attendance	39,750	61,985	-36%

A Meetings Lead Production

	January 2008	January 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	25	22	+14%	82	118	-31%
Total Room Night Production	64,795	78,677	-18%	303,958	500,760	-39%

ALL Meetings Lead Production

	January 2008	January 2007	% Ch	2008 YTD	2007 YTD	YTD % Ch
Number of Leads	140	100	+40%	490	431	+14%
Total Room Night Production	139,111	122,289	+14%	553,212	668,524	-17%

Tradeshows & Events

Event Name	Location	Department Attending
PCMA Annual Meeting and Client Event	Seattle, WA	Sales, Music
Southwest Showcase	Austin, TX	Sales
Association for Convention Operations Management	Seattle, WA	Convention Services
Austin Hotel & Lodging Assn.	Austin	Services, Sales
American Airlines FAM Tour	Austin, Texas	Tourism

Site Visits

Group Name	Total Room Nights
Convention Sales	
Association of College and University Housing Officers International	4,100
American Biological Safety Association	2,500
National Council on Continuing Education and Training	715
Custodial Management Association of Texas	300
Association of Financial Technology	165
University & Industry Consortium	95
Convention Services	
IEEE – 11/08 (Planning Visit)	22,740
Association of Legal Administrators - 10/08	580
University & Industry Consortium – 3/09	95
Other Departments Site Visits	
Jacobsen Tours	Tourism Dept.
AeroMexico	Tourism Dept.

Convention Center and/or Citywide Event Bookings*

Group	Dates	Estimated Attendance	Estimated Room Nights
Arbonne International	1/25-26/2008	3,000	200
Austin Junior Volleyball	5/02-04/2008	2,000	2,400
EJ Krause	5/21-22/2008	1,000	265
Texas Parent Teacher Association	7/24-27/2008	3,500	1,700
National Hurricane Conference	4/05-11/2009	2,500	4,585
Texas Parent Teacher Association	7/23-26/2009	3,500	1,700
IEEE	11/01-06/2009	4,000	2,910
IEEE	10/31-11/05/2010	4,000	2,910

*NEW Definite Bookings only; does not include Additional Rooms for Previously Booked Definites

Citywide Report-Convention Center Business

Year	# of Definite Groups	Definite Attendance	Definite Room Nights	# of Tentative Groups	Tentative Attendance	Tentative Room Nights
2003	47	144,800	147,648			
2004	51	241,750	190,220			
2005	56	183,140	149,253			
2006	61	225,090	161,776			
2007	56	183,397	144,570			
2008	46	180,190	143,586	11	29,590	18,634
2009	34	110,650	122,671	23	53,450	53,831
2010	11	39,650	48,051	26	78,400	81,818
2011	8	29,300	50,964	16	82,800	70,531
2012	8	26,650	42,884	17	93,200	100,430

Convention Services

	January 2008	January 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Meetings Serviced bureau booked =90 non bureau booked =49	139	140	-01%	455	472	-04%
Reservations Assigned	1,100	154	+614%	6,274	4,115	+52%
Registration Hours	224.5	89.50	+151%	1,552.50	948.50	+64%
Music Event Bookings	18	20	-10%	63	60	+05%

Film Production						
	January 2008	January 2007	%Ch	YTD 2008	YTD 2007	YTD % Ch
Production/ Referral Inquiries*	776	58	+1238%	2,547	293	+769%
Production Packages Fulfilled	7	5	+40%	25	23	+09%
Production Starts	1	0	+100%	9	7	+29%
Production Days	40	30	+33%	137	174	-21%
Film, TV, Commercial, Print and Miscellaneous Production						
* totals skewed by initiation of on-line directory, improved access to information						
<i>Friday Night Lights</i> – Television Series, NBC – WGA strike hiatus						
<i>Will</i> – Feature – 20 th Century Fox – pre-production						
<i>Tree of Life</i> – Independent Feature – pre-production						
<i>Guys</i> – Independent Feature – in production						

Heritage Marketing Numbers						
	January 2008	January 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Walking Tour Participants	0	356	-100%	216	2,291	-91%
Speakers Bureau	0	0	0%	150	69	117%
Walking Tour Lead Referrals	0	2	-100%	0	15	-100%

Public Relations/Advertising Production						
	January 2008	January 2007	% Ch	YTD 2008	YTD 2007	YTD % Ch
Press Releases	8	6	+33%	30	33	-09%
Media Contacts	1,177	1,128	+04%	3,526	3,907	-10%
Media Queries	89	111	-20%	270	423	-36%
Media/Site Visits	6	4	+50%	36	38	-05%
Dollar impact of media	\$512,286	\$539,978	-05%	\$1,883,298	\$2,108,065	-11%
Images Issued	259	288	-10%	966	938	+03%
Advertising Responses	1,735	2,445	-29%	6,645	7,613	5 -13%

Media Placements

<u>Major Daily Newspapers:</u>	<u>Magazines:</u>
<i>Chicago Tribune – City</i>	Consumer:
<i>Fort Worth Star-Telegram</i>	<i>MovieMaker</i>
<i>Austin Business Journal</i>	<i>Out Magazine</i>
<i>Jackson Hole Star</i>	<i>Dog Fancy</i>
<i>Dallas Morning News</i>	<i>Travel + Leisure (x2)</i>
<i>Houston Chronicle</i>	<i>OK! Weekly</i>
<i>New York Times – National Edition</i>	<i>Bon Appetit</i>
<i>The Boston Globe</i>	<i>Daily Variety Los Angeles</i>
<i>The Arizona Republic</i>	<i>Daily Variety – The Gotham Edition</i>
<i>Atlanta Journal-Constitution</i>	<i>Billboard</i>
	<i>Star Magazine</i>
	<i>Texas Highways</i>
	<i>Conde Nast Traveler</i>
	<i>City Sports Magazine</i>
<u>Online/Internet Outlets:</u>	<i>Arthur Frommer’s Budget Travel</i>
<i>Film.com</i>	<i>Triathlete Magazine</i>
<i>Xtri.com</i>	<i>Food + Wine</i>
<i>HispanicBusiness.com</i>	<u>International:</u>
	<i>Der Spiegel</i>
	<i>Dominican Times Magazine</i>

Source: Cision (formerly Bacon's) Media Impact Report